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WINTER 1971

La Salle

A QUARTERLY LA SALLE COLLEGE MAGAZINE

HOW DOES OUR ALUMNI SHAPE UP?

La Salle

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Volume 15 Winter, 1971 Number 1

Robert S. Lyons, Jr., '61, *Editor*
Joseph P. Batory, '64, *Associate Editor*

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Photography by Charles F. Sibre



Today's graduate



PROGRAMS MUST



is no longer interested only in dinner dances and social events



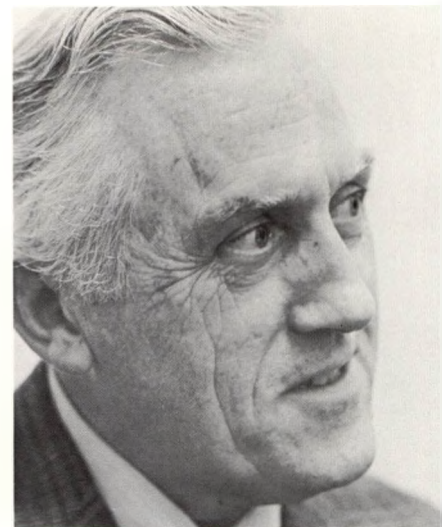
REFLECT BROADER INTERESTS OF ALUMNUS

Alumni leaders evaluate their organization:





SCHAEFER: "If we're just going to have fights over what color to print dance tickets, a guy doesn't want to give up his time."



McGONIGLE: "We have a lot of young people, young blood . . . people who are making their mark."

How does La Salle's Alumni Association compare with alumni groups from other colleges? What are its strong and weak points? What can be done to improve the association? Are many alumni dissatisfied with the college? How can the college's administration improve its relations with alumni?

In an effort to determine the present state of the alumni, LA SALLE recently interviewed key alumni leaders, on campus. Participating were: Harry J. White, Ph.D., '54, alumni association president and assistant manager, manpower and employment, Rohm and Haas Co.; J. Russell Cullen, Jr., '60, secretary-treasurer of Nason and Cullen, Inc., builders; Daniel H. Kane, '49, principal, John Greenleaf Whittier Public School; Daniel E. McGonigle, '57, investigator, U.S. Naval Intelligence, and Robert S. Schaefer, '54, director of public relations, Presbyterian Medical Center. They were joined by James J. McDonald, '58, and William B. Fynes, Jr., '69, of the alumni office (see "Profile" on page 4).

LA SALLE: How Does La Salle's Alumni compare with other colleges?

WHITE: Notre Dame has a big alumni office and a big development office. They put a lot of money into it so they are able to get a lot more publicity and get a lot of more things into the hands of the alumni than (La Salle) is. They realize the importance of an active association and they generate interest in the alumni right from the beginning of a student's career . . . his freshman year.

SCHAEFER: I don't think we are any better or any worse than any other schools in a similar situation. Our alumni association really started after World War II when we had the influx of GI's coming in. Many of the guys were working and had wives and kids.

McDONALD: From my own observation of other institutions, the problems are very similar. However, they seem to have a high degree of loyalty at institutions that are primarily residence in nature—the schools that are isolated, like Dartmouth—To go there, you must live there.

McGONIGLE: I don't think Villanova or St. Joseph's had the same situation. A lot of their students during those years

were subsidized by families. We have a greater percentage of GI types . . . working types . . . fellows who have struggled to come up and as a result haven't been as affluent as some of the other local schools. A great percentage of the alumni of Chestnut Hill (College) is made up of girls from central and south America. Their parents owned ranches and big farms and contributed thousands of dollars.

WHITE: The financial character of the alumni is changing with each graduating class from the 'sons of the artisans' concept.

CULLEN: If we've been graduating 700 for the last ten years . . . roughly 7,000 . . . I then take exception to the comment that the alumni group as its whole couldn't have developed possibly into a more active body.

SCHAEFER: Once a guy graduates, it's pretty difficult to get him interested in the college. The alumni really has to cultivate him. If the alumni can't do anything meaningful—if we're just going to have fights over what color to print dance tickets—a guy doesn't want to give up his time. He wants to contribute something to the institution.

McDONALD: I think that the (alumni) Admissions Committee and Urban Affairs Committee are moves in this direction.

LA SALLE: What are the strong points of La Salle's alumni?

McGONIGLE: We have several strong points. One of the youth of the organization. We have a lot of young people, young blood—people who are making their mark.

SCHAEFER: We haven't tapped all the talent yet. Unfortunately, a lot of guys are still tied up in the management of their careers. Overall, we have a very youthful, creative, enthusiastic group.

FYNES: It's tough to define (the total amount) of participation in terms of percentages or numbers . . . or to identify individual alumni members in terms of interest.



WHITE: "I think that the college is starting to realize now that they need a good, strong alumni association."



KANE: "We've lost a lot of good people. Somehow we've got to contact them and get them back and moving in this organization."



CULLEN: "The alumni has to be educated today to the problems of running the college . . . instead of turning their minds off every time three students carry a petition."

SCHAEFER: Alumni interest in the institution is something that permeates a guy's conversation . . . if a fellow is proud to wear his classring . . . if he's not ashamed to talk about his school.

LA SALLE: What are the weak points of the alumni association?

KANE: We have somewhat of an antiquated idea of working our alumni association. The (alumni) office here does not have enough help. Not at all! I don't think that the administration of the college realizes the importance of having a good, strong organization.

CULLEN: With 14,000 graduates, we are no longer a nickel and dime organization. The May 20th dinner (a gala to which alumni were invited at the Bellevue Stratford Hotel) helped the college administration realize the value of spending money properly and also that the alumni *were* interested. The (development) money is there if it is gone after intelligently.

WHITE: If the college is going to recognize the importance of an alumni association which is growing at the rate of a thousand a year, they should have an area of the administration concerned with alumni affairs. It seems to me that a vice president of alumni affairs is not an unreasonable thing to ask for. This would certainly be a real recognition on the part of the college on the importance of the association.

KANE: I don't think this should be a one-sided appointment. I think the alumni group should be consulted. We'd like to know what we could expect from a person who would be appointed to this job. We'd like to acquaint that person with what our problems are, what are weaknesses are, what our strengths are and in what direction we are heading.

LA SALLE: Are many alumni dissatisfied with the college today?

CULLEN: Some of the reasons they pick for being dissatisfied with the college many times are childish. Whether it be the appointment of a basketball coach, or his firing, or the termination of his contract, or whatever the case may be. A

few students sitting on a few steps alienates many when you're trying to solicit funds. The alumni has to be educated today to the problems of running the college . . . instead of turning their minds off every time three students carry a petition. If they only read the paper (they would see) that in many cases the group who is presenting the case is presenting something quite valid.

WHITE: I think that the college is starting to realize now that they need a good, strong alumni association. For many years though, the college administration didn't feel that they needed us.

SCHAEFER: This is probably true. But La Salle has been a pacesetter in many areas in Catholic education. Everyone got real excited a couple of years ago as laymen were being introduced to the Boards of Trustees at various colleges. La Salle had this going back to 1863. So they are probably going to be in the vanguard again with alumni participation. There are some pretty smart people running this place!

KANE: We've lost a lot of good people. Somehow we've got to contact them and get them back and moving in this organization.

Other comments, which seem to be the consensus of opinion of the participants:

Although La Salle's campus is still very conservative compared to many campuses around the country, a different type of student is graduating today. He is more socially aware and more active in extra-curricular activities on campus. The alumni association must reflect the attitudes of the new graduates and must prepare more flexible programs.

The alumni association leadership should be replaced every few years. New blood should be brought in to broaden the base of participation and reflect the tempo of the times.

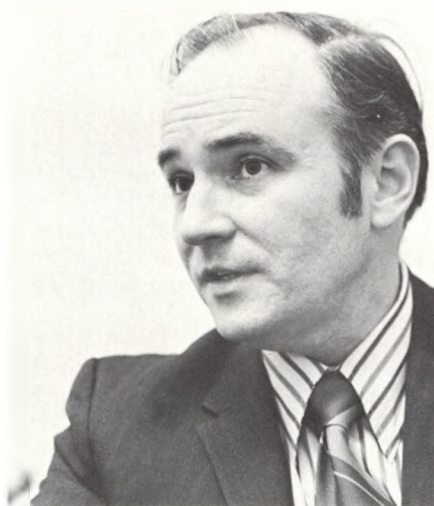
The alumni has not delivered in great numbers as far as contributing to the college's annual fund.

The alumni board of directors must be strengthened and unified. At many meetings nothing concrete is accomplished. The activities must be keyed to a broader range of graduates.

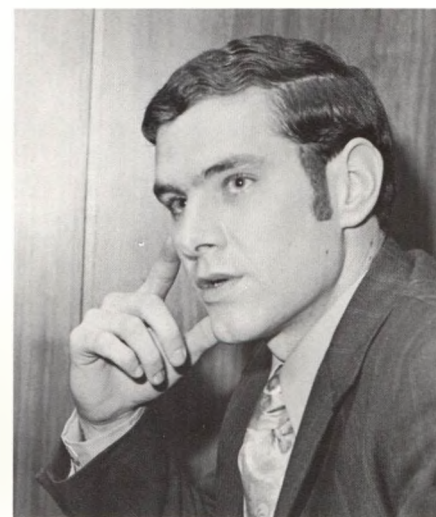
The future of the alumni association depends on its leadership. ■

PROFILE

**13,000 Strong
and Growing Every Year**



James J. McDonald



William B. Fynes, Jr.

"The nature of alumni work has changed," says James J. McDonald, '58, the college's alumni director since 1961. "The emphasis has shifted from class loyalty to professional orientation."

Interest shown by graduates in serving on such committees as the Admissions and Urban Affairs groups is one indication that an increasing number of alumni members are more interested in serving the college constructively than in just attending social functions on campus.

In addition, says McDonald, the college administration has been encouraging more alumni participation in its various decision-making processes. For the past three years, the college's

Board of Trustees has invited the president of the Alumni Association to sit in on its meetings. Now, the executive committee of the Association has been asked to submit nominations for the vacant seat on the board reserved for a trustee who will serve as a liaison with the alumni.

The primary responsibility of the alumni director is to organize all non-fund-raising alumni programs. Presently there are 13,000 members distributed throughout the various graduating class and geographic chapters.

"When I started nine years ago, I had one-half a secretary and 5,000 alumni members," says McDonald. "Now we have four full-time staff members and

process 3,000 changes of address a year."

McDonald, an Army veteran, served as student council president as a student. After graduation, he worked at the National Security Agency, at Fort Meade, Md., for two years and taught at Bishop McDevitt High School, Wyncote, Pa., for a year. He resides in Willow Grove with his wife, Bonne, and four children: James Jr., 7; Leigh Ann, 5; Barbara, 3½, and Teddy, 2.

William B. Fynes, Jr., '69, was named assistant alumni director last July. A former teacher at St. Alphonsus School, Maple Glen, Fynes succeeded Francis J. McGovern, '69, who was appointed the college's associate director of development.



Is There **REALLY** an **ATHLETIC REVOLT?**

The values of college athletics, like all values in a changing society, are constantly being challenged. Talk to the La Salle coaches who have either started or completed their seasons within the last few weeks, and you get the impression that the athlete, himself, hasn't really changed much, but maybe coaches are taking a harder look at their own responsibilities and techniques. As far as the future of the four men pictured on the following pages is concerned, nothing could be brighter. Bill Wilkinson was named "Coach of the Year" by the (Eastern) Soccer Referees Association after guiding the Explorers to 7-5-1 record, the best in La Salle's history. Former Olympian Ira Davis is steadily, but surely, building another track and cross country power. Paul Westhead has impressed everyone, not only with the unexpectedly strong varsity he put on the floor in December, but also with his efficient organization and surprising freshman team. Jack Lumsden faces the season with a talented nucleus of returning swimmers, some top newcomers coming up, and prospects of a sparkling new 1,700 seat pool which should be open long before he introduces his next team.

For some more thoughts from the coaches, turn the page —.

CROSS COUNTRY

IRA DAVIS



"Ten years ago, maybe we were a little more hungry. Today, their time is valuable. I tell them that if they are going to spend the time, do it right. Ten years from now, I don't want them to be sorry that they competed. I try to instill in them a winning attitude—not at the cost of others—but a good positive attitude that can be carried into everyday life. Nowadays, boys have so many different problems—war, the Panthers, social uprisings. If you can't communicate and understand their problems, you'll lose them. Coaching is an education process . . . keeping up with techniques and methods and keeping in touch with the athletes."

SOCCER

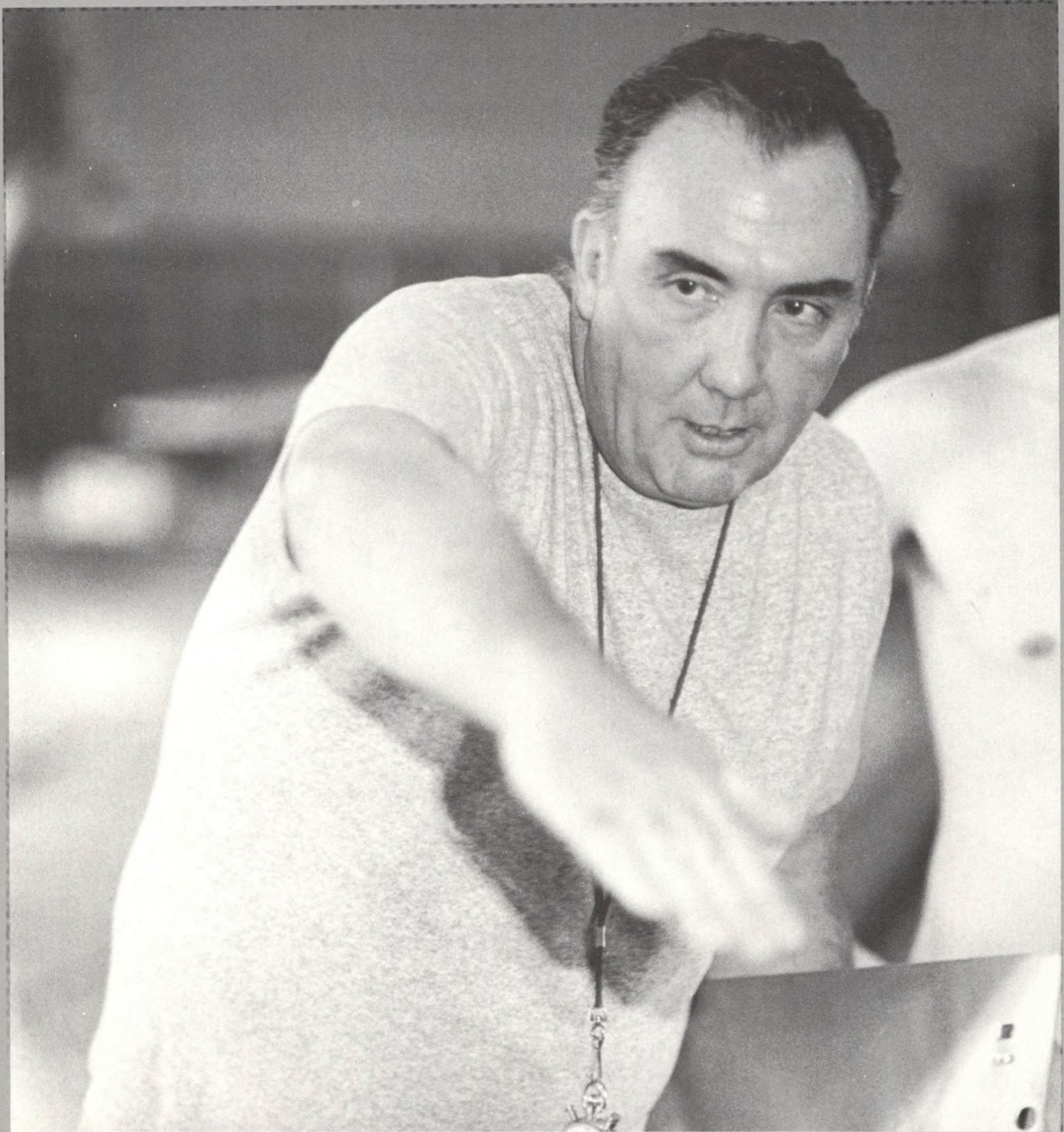
BILL WILKINSON



"Athletes today are more knowledgeable. They're a little more aware about what's going around them. Maybe, they're more interested in themselves. Maybe you have to talk to them a little more on a personal basis. The boys on my team worked as hard this year as any team I played on. They don't want to hear a phony pep talk, but if the goal is there, they are willing to work hard. My job is to get them going in the right direction—on and off the field. I must make them a responsible group. It's not so much if we win or lose, but did everybody do his job? Did he contribute something to the team? It's all part of their education. "

SWIMMING

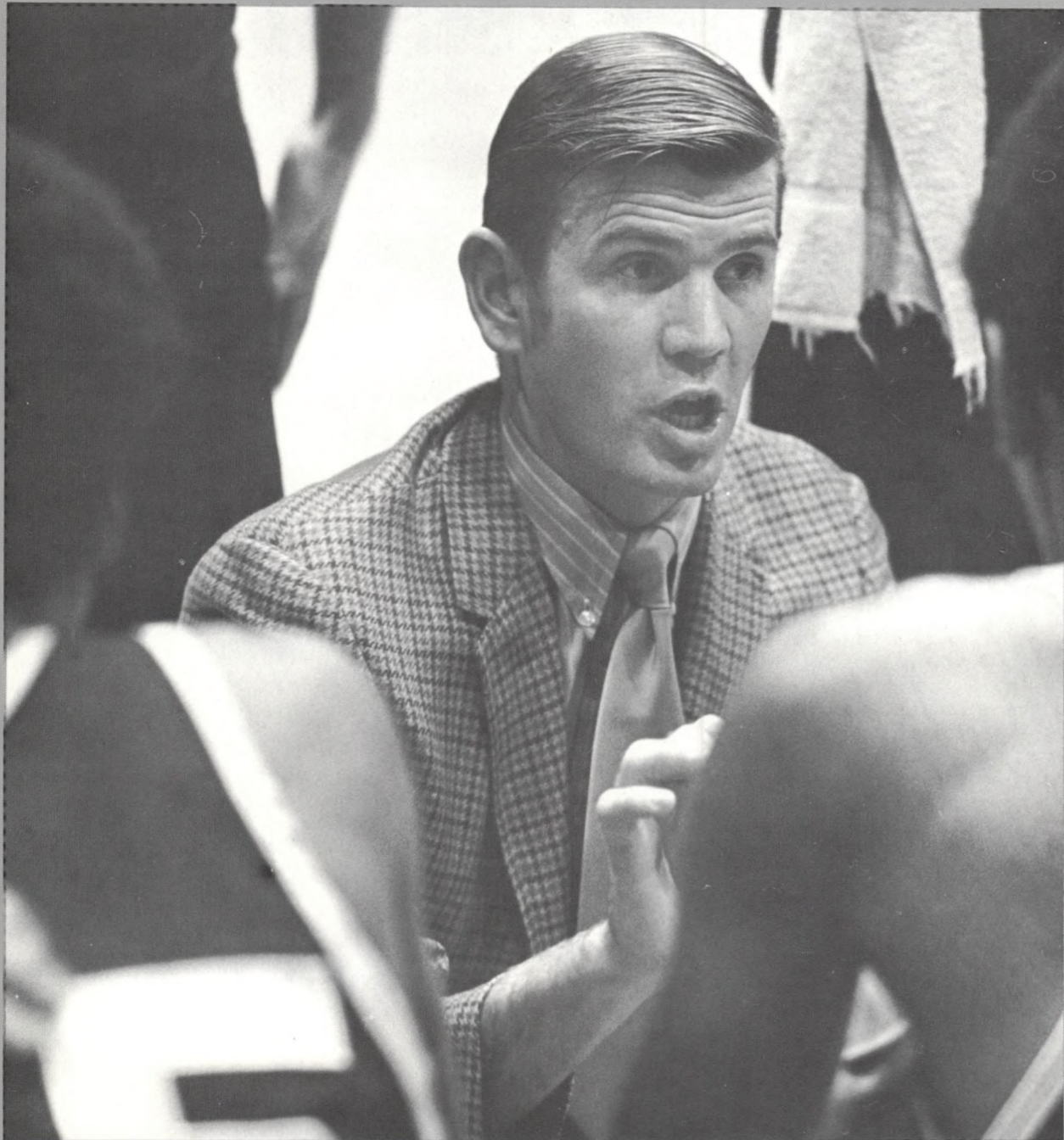
JACK LUMSDEN



"Today the coach is more than just a coach. He is a teacher. He is an adviser. He is a father confessor and a friend. He has to have the correct answers at the correct time. Athletes expect this. I started coaching in 1940. 1940. In those days, we spent a lot of time on form and a lot of time warming up. It's very scientific today. In any (practice) session, athletes do three or four times as much work as we did. Today you must be smart to be an athlete. The pendulum has swung from dum-dum to dean's list. Athletes are a lot more serious—probably because of the social climate today, and they don't laugh as much as we did."

BASKETBALL

PAUL WESTHEAD



"Generally, athletes today seem to have lost their natural dedication to the game. But not here. The athletes on my team are very much like the athletes I grew up with. They have the same recurring enthusiasm for the game and the same willingness to sacrifice. Student athletes today want a more intelligent approach to basketball. They demand more of their coaches. A coach just can't say, 'do it!' and expect it to get done. He must break things down and show them reasons why it must be done. My ultimate responsibility is to feel that I have been able to get the maximum effort and involvement from my players . . . they have extended themselves to the fullest. Often this results in winning. But if it doesn't, it's still worth taking the trip."

THE GREAT A

By JOHN J. KEENAN, '52

To the unimaginative or the uninitiated, A means only the first letter of the alphabet or a superior grade. But to those who were at La Salle during the 1950's and '60's, A means The Great A. It means agitator, adviser, ad libber, advocate, actor, and ambassador to academe. It means Brother Azarias.

Brother A was not always a legend at La Salle, but he always looked like one. Blessed with a magnificent mane of silver hair, he presented an image of distinction that would create envy in a Bachrach photographer. He was an impressive figure, whether garbed in the simple robe of the order or attired in black suit and homburg hat. He was not dressed without the homburg: it was the finishing touch he needed, and he wore it when he went out to the newsstand at 20th Street or up to Harrisburg to talk to "those people up there."

Some would have said the figure needed a cigar as a finishing touch, but Brother Azarias had a sense of restraint that told him he didn't need that cheap theatrical touch of the promoter. He smoked his cigars in private. More than one brother who shared the same floor in the faculty house can testify to that. While A poured through the *Daily News* or the latest Agatha Christie, clouds of smelly smoke seeped from under his door and over his transom. When the door was opened, claims one reliable source, a rectangular cloud exactly the size of the doorway drifted into the corridor and remained intact for half a minute—a momentary monument to the man within.

The man within could usually be found engrossed in a detective story, looking the picture of grandfatherly comfort and relaxation. Gone now the homburg and the collar. The fireman suspenders were looped casually over the top of his long johns. The black trousers were baggy, a bit shiny, perhaps even boasting a burn from a cigar ash here and there. Despite the grandfatherly image of his off-hours, the Azarian love of combat remained undimmed. He remained ready for a verbal joust at any time.

His jousts for the day began with the sound of the rising bell in the community. (For years, he was the bell-ringer.) Brothers would post signs on their doors guaranteed to get a rise out of Brother A as he passed by. It was always difficult to tell who was baiting whom in Brother Azarias' case, however. His specialty was counterpunching, and he was not averse to exposing himself to the first sally if it would permit him to return in kind.

To make sure that there would be enough verbal action to keep life interesting, Brother A made grand rounds daily. The rounds included all lunch periods in the Brothers' dining room and several visits to the faculty dining room. At these times, he moved from table to table dropping a grenade here, a time-bomb there until the level of confusion reached what he considered a satisfactory norm. Then he moved on.

His rhetorical style in these encounters bears some analysis, especially in a day when the Vice President has made rhetoric a household word. Brother A was a master of verbal ambiguity. He won most battles by keeping the opposition off balance. They always found it difficult to reply when they did not know what he was talking about.

Another challenge for his adversary was his use of what Brother Patrick Ellis aptly named 'richochet rhetoric.' The secret of this technique was that his best thrusts were not spoken directly to the target but were bounced off the nearest blank wall, or better, off the innocent bystander. (That way two people were confused.)

Brother Azarias rivaled Homer in his mastery of the technique known as *in media res*. As Homer used it, the narrative began well into the action, and the reader found himself in the middle of things before he knew it; then the narrative would return to the beginning and the reader would find out just how our hero happened to have gotten into this situation. Brother A was most adept at the first part of this technique: he never cared much for the latter part. With Brother A you were always in the middle. It was up to you to find out how you got there. Come to think of it, the technique had a good deal in common with a game we used to play as kids called "Monkey in the Middle."

"That gang thought they could pull one over on the old boy," he would say for openers, clapping you on the back and laughing, but looking beyond you at the next table in the lunch room. "The old boy" part was easy: that was his appellation for himself. But "that gang"? It could be "that gang" in Harrisburg, or "that gang" at the Board of Education, or "that gang" from another department . . . but he was gone and you were now free to speculate endlessly.

In addition to the dining room tour, the grand rounds he made daily included the mail room and most of the offices on campus. The mail room was a morning necessity. First of all, there was the out-going mail. After breakfast, Brother A sat down at a typewriter (there was always a typewriter somewhere that somebody wasn't using) and relieved himself of his daily correspondence. Most of the letters were short, cryptic, and acerbic. He felt better afterwards. The recipients usually did not.

Then he took his correspondence to the mail room and looked over the morning mail. Some of it was even addressed to him. The more interesting letters appeared to be going to others in the community, however, and the return addresses raised questions of interest for discussion at somebody's lunch table. Why was Brother B. getting a letter from the Provincial? And what was Brother C. doing in Florida? And



what about that post card from a Dean with the mysterious reference to Ed. Dept.? The work of the day began to take shape.

Brothers who knew the Azarian mailroom habit could not resist the temptation. He must have at least blinked as he picked up a post card addressed to somebody else and read "Hi Az" at the end of it.

When he left the mailroom, he went to one of the offices—Admissions, Public Affairs, anyplace but the Education Department—and began placing telephone calls. There were calls to alumni, to principals, to superintendents, to the Department of Public Instruction. The tone was jovial, the conversation friendly. When he hung up, there was one more person in the profession who knew that the Education Department at La Salle College was concerned, friendly, helpful.

Brother Azarias saw his role as being that of the professional educator. To him that meant keeping up with the people and trends in the business and making La Salle graduates available whenever there was an opening to be

filled. Though he enjoyed the role of gadfly within the College community, he was neither critic nor reformer of public education. His devotion was to people rather than theories: the critic teachers who aided student teachers, the superintendents who hired his students, the students who carved a place for themselves within the system. Most of all, he wanted the name of La Salle known and respected throughout the area's educational circles.

Brother A took this obligation most seriously. Dick Becker, '50, of the Education Association, remembers Brother "crashing" at least one Pennsylvania State Education Association meeting: he never had to crash another. He spent his last day alive giving advice to the Deans on meeting the requirements for the upcoming evaluation by the Department of Public Instruction. He never attended an educational meeting or convention without establishing the name of La Salle College in the minds of others in the profession.

Measured by the standards he set for himself, Brother A's accomplishments as chairman of the Education Department are substantial. There are more than 1000 La Salle graduates in the Philadelphia school system alone. As for leadership, both the president of the principals' association and the president of the union are La Salle graduates. For the first time, a La Salle alumnus, Bernie Rafferty, is principal of one of the major high schools in the system (Lincoln). The Education Association is an active group of teacher alumni who are working closely with the Education Department and trying to strengthen the esprit d'corps among La Salle graduates who are teaching. Brother A would have liked these things, though it is not likely he would have said so.

Perhaps it is better that Brother Azarias passed from the scene when he did. The personal qualities that made him memorable might only have made life impossible for him in the world of the Seventies. Both the life of the brothers' community and the life of the college have changed. It is hard to imagine that benevolent old autocrat as the willing democrat of today's committee world. He never was much for explaining his goals or building a consensus. The stubborn perseverance that made him the Great A and permitted him to build a department out of nothing might be unacceptable to both teachers and students today. But he was a man for his time, a man for his students. Few of them would part with the memory of the "Great A." ■

John J. Keenan, an associate professor of English at the college, was recently named editor of Four Quarters, the college's literary magazine. A prolific free lance writer, he has contributed to many journals and magazines,

LA SALLE COLLEGE

FINANCIAL REPORT

for the year ended June 30, 1970
By Joseph J. Sprissler, Vice President for Business Affairs

For the second time in the long life of the college the story of the continuing dramatic expansion and development of the College is being told in signs, symbols, percentages, and dollars and cents and published in general circulation. Why? So that you may have knowledge of the financial results of the year past, and so that you may have knowledge of, and perhaps contribute to, the projections for the year present, also, to announce that the results thereof and the projections therefore will be published annually henceforth.

From time to time in the presentation of this annual financial report, and as highlights for better understanding, comparisons will be made and significant changes will be illustrated; and so that you may more readily understand what has transpired and what has been projected, the report has been summarized, with the more puzzling aspects noted.

Continuing strength and stability characterize La Salle's 1969-70 financial year. Construction of new buildings, renovation of original structures, refurbishing and refurnishing of more recent structures, extensive campus improvements, and acquisition of land are strong examples of continuing expansion and development.

Among the major construction projects under way are:

—The \$4,200,000 classroom building which includes a planetarium, an amphitheater, 39 classrooms, 15 student seminar and study rooms, 107 faculty office areas, 6 faculty lounge and conference rooms, 4 audio-visual areas, and the necessary service, storage, and mechanical areas

—\$4,000,000 Hayman Hall Physical Recreation Center including a natatorium of separate olympic sized swimming and diving pools, with accommodations for 1800 spectators, three regulation size basketball courts arranged to accommodate six intramural games with further arrangements for 500 spectators for freshman games, a one-eighth mile indoor practice and exercise track, areas for fencing, wrestling, squash, handball, gymnastics and general exercise, service areas and locker rooms for both male and female, administration and departmental office space, and the necessary service, storage, and mechanical areas.

To assist in financing the classroom building, the college has obtained a construction grant of \$765,000 and a twenty-five year interest subsidy grant from the Department of Health, Education, and Welfare of the United States Government. The interest subsidy grant covers the spread between 3% for Government borrowing and 9½% for private borrowing. The interest subsidy grant has an annual value of \$122,392.00, with a twenty-five year cumulative value of \$3,060,000.

Among the major improvements other than buildings, was the completion of the South Olney Avenue parking lot. To-date, the recorded cost of the parking lot, not including the cost of the ground, is \$304,700.00. Including the \$175,000.00 value of Cottage Lane, which was deeded to the College by the City of Philadelphia, the parking lot ground is valued at \$537,000.00, making the total value of the lot \$841,700.00, or about \$1,700 a car space.

Other major improvements under way are improvement of campus lighting, air-conditioning major building areas, and major renovations of College Hall and Wister Hall. Following the completion of the new classroom building and Hayman

Physical Recreation Center, needed major alterations and improvements will be considerable. Additional signs of progress have been expressed and projected—a new \$4,500,000 David L. Lawrence Memorial Library, and a \$2,500,000 Fine Arts Building.

La Salle's strength leans heavily on the conditions of current revenues. Gross current revenues for 1969-70 amounted to \$8,997,131.45, of which 67.29%, or \$6,054,573.78, was obtained from tuition and student fees. Tuition had not been increased for the fiscal year 1969-70. However, effective September 1970, full-time day tuition has been increased from \$1,350 to \$1,600 per academic year, evening tuition, from \$30.00 to \$38.00 per credit hour per term, and room and board from \$900.00 to \$1,050.00 per academic year. It is expected that the total revenue from student fees for 1970-71 will be \$7,382,300.00.

While student fees are the major source of revenue, unrestricted gifts, capital gifts, and grants continue to be the life line to academic excellence and financial stability. More than ever, La Salle needs the assistance of its alumni, friends, foundations, and business acquaintances. Gifts and Grants for 1969-70, including \$270,973.07 in annual giving and capital gifts, a \$237,640.57 gift from the Christian Brothers, and the \$271,594.00 HEW Construction Grant, amounted to \$780,207.64, representing 08.67% of total current revenue and one of the most successful Gift and Grant years in the history of the College. With your assistance, we are looking forward to an even more successful 1970-71 Gifts and Grants year.

INDEPENDENT AUDITOR'S REPORT

Dear Brother Daniel Burke,

We have made an examination of the balance sheet of La Salle College in the City of Philadelphia as of June 30, 1970 and the related statements of income and accumulated funds for the fiscal year then ended, and have reviewed the accounting procedures of the College and the system of internal control. Our examination was made in accordance with generally accepted auditing standards and accordingly included such tests of the accounting records and such other auditing procedures as we considered applicable in the circumstances.

In our opinion, the annexed balance sheet and the related statements of revenues and expenses and accumulated funds present fairly the financial position of La Salle College in the City of Philadelphia at June 30, 1970 and the results of its operations for the fiscal year in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

ROBERT A. O'CONNELL & CO.
CERTIFIED PUBLIC ACCOUNTANTS

October 7, 1970

LA SALLE COLLEGE

SUMMARY OF REVENUE, BUDGETED EXPENDITURES, AND OTHER APPROPRIATIONS

for the year ended June 30, 1970, 1969, 1960

	1970-71 \$	1969-70 \$	1959-60 \$
CURRENT REVENUES:			
I. Educational & General—			
Student fees	7,382,300.00	6,054,573.78	2,002,803.77
Gifts and grants	1,022,000.00	780,207.64	161,234.97
Activities related to instruction departments	178,000.00	171,032.09	—
Administrative and general	600,000.00	523,219.68	140,428.87
Total Educational & General	9,182,300.00	7,529,033.19	2,304,467.61
II. Auxiliary Enterprises	1,599,000.00	1,468,098.26	600,875.64
Total Current Revenue	10,781,300.00	8,997,131.45	2,905,343.25
CURRENT EXPENDITURES:			
I. Educational & General—			
General administration	453,678.00	389,765.86	174,020.09
General expenses	864,852.00	735,186.98	191,913.08
General institutional expenses	547,914.00	531,904.79	96,705.67
Staff benefits	332,613.00	295,955.75	33,405.77
Instruction	3,169,896.00	2,801,657.17	894,884.53
Activities related to instruction departments	229,860.00	230,560.77	—
Libraries	291,873.00	277,984.08	78,696.07
Operation and maintenance of physical plant	593,425.00	570,810.59	177,992.71
Total Educational & General	6,484,111.00	5,833,825.99	1,647,617.92
II. Student aid	717,929.00	543,368.49	209,356.95
III. Auxiliary enterprises	1,489,000.00	1,517,667.66	537,009.53
Total Budgeted Expenditures	8,691,040.00	7,894,862.14	2,393,984.38
IV. Other Appropriations—			
Prior year appropriations	10,000.00	13,198.32	22,371.75
Funds functioning as endowments	240,000.00	256,250.93	65,745.48
Bond and mortgage principal	300,000.00	295,114.91	55,067.39
Buildings and major improvements	1,418,000.00	300,254.44	187,504.24
General plant equipment	40,000.00	42,723.92	180,670.01
Supplemental retirement premiums	60,000.00	42,044.65	—
Current funds balances	22,260.00	152,682.14	—
Total other appropriations	2,090,260.00	1,102,269.31	511,358.87
Total Budgeted Expenditures & Other Appropriations	10,781,300.00	8,997,131.45	2,905,343.25

LA SALLE COLLEGE

BALANCE

	JUNE 30, 1970, 1969, 1960		
	1969-70	1968-69	1959-60
	\$	\$	\$
ASSETS			
CURRENT FUNDS:			
Cash and short-term investments	596,506.16	283,439.80	182,676.68
Accounts receivable	256,065.57	109,652.11	86,980.16
Inventories	177,096.37	219,892.83	67,716.42
Deferred charges	137,084.87	108,618.86	24,840.71
Due from student loan funds	279,481.56	249,954.17	12,984.99
Due from other funds	34,094.01	45,429.15	7,737.69
Total Current Funds	<u>1,480,328.54</u>	<u>1,016,986.92</u>	<u>382,936.65</u>
STUDENT LOAN FUNDS:			
Cash	125,422.03	86,688.53	34,240.99
Notes receivable	2,648,325.03	2,376,762.36	95,610.00
Total Student Loan Funds	<u>2,773,747.06</u>	<u>2,463,450.89</u>	<u>129,850.99</u>
FUNDS FUNCTIONING AS ENDOWMENTS:			
Certificates of deposit, bonds, stocks, objects of art, mortgages, trusts, and other investments	3,111,180.22	2,874,774.59	1,368,017.37
Total Funds Functioning as Endowments	<u>3,111,180.22</u>	<u>2,874,774.59</u>	<u>1,368,017.37</u>
PLANT FUNDS:			
Cash and U.S. Treasury notes on deposit with trustee	684,402.42	644,022.12	105,121.39
Due from current funds	100,000.00	100,000.00	—
Interdistrict long-term receivable	207,993.96	224,916.91	—
Buildings and grounds	15,439,968.86	15,379,059.87	8,873,775.98
Buildings under construction	2,434,365.89	387,688.82	2,002,607.29
Improvements other than buildings	617,736.37	508,105.89	155,354.02
Apparatus, furniture, and libraries	3,140,648.84	2,895,318.75	1,086,906.46
Total Plant Funds	<u>22,625,116.34</u>	<u>20,130,495.09</u>	<u>12,223,765.14</u>
AGENCY FUNDS:			
Cash and investments	82,152.65	11,037.08	14,352.41
Due from employees and others	21,531.51	36,783.25	7,737.69
Due from current funds	139,134.97	109,214.68	20,780.59
Total Agency Funds	<u>242,819.13</u>	<u>157,035.01</u>	<u>42,870.69</u>
TOTAL FUNDS	<u>30,233,191.29</u>	<u>26,645,070.50</u>	<u>14,147,440.84</u>

SHEET

	1969-70	1968-69	1959-60
	\$	\$	\$
LIABILITIES			
CURRENT FUNDS:			
Accounts payable	128,531.28	122,241.06	18,631.60
Salaries, interest & other accruals	311,910.36	235,162.36	75,800.77
Deferred income	453,214.70	248,785.69	112,116.84
Due to other funds	238,275.47	211,554.68	89,849.14
Reserve for commitments	39,308.71	42,837.25	37,717.55
Current funds balance	309,088.02	156,405.88	48,820.75
Total Current Funds	1,480,328.54	1,016,986.92	382,936.65
STUDENT LOAN FUNDS:			
U.S. Government contribution—refundable	2,475,312.15	2,203,882.63	116,866.00
La Salle College contribution	298,434.91	259,568.26	12,984.99
Total Student Loan Funds	2,773,747.06	2,463,450.89	129,850.99
FUNDS FUNCTIONING AS ENDOWMENTS:			
Principal of funds—			
Restricted	421,035.90	448,606.18	—
Unrestricted	2,690,144.32	2,428,496.41	1,368,017.37
Total Funds Functioning as Endowments	3,111,180.22	2,877,102.59	1,368,017.37
PLANT FUNDS:			
Housing, dining, college union systems bonds payable	3,356,000.00	3,448,000.00	2,394,000.00
Mortgage obligations	3,501,496.56	3,672,532.80	1,773,339.15
Short-term construction loans	1,952,000.00		1,760,058.64
Short-term bank loans and other	500,000.00	408,633.90	
Total bonds, mortgages, and short-term loans payable	9,309,496.56	7,529,166.70	5,927,397.79
Net investment in plant	13,315,619.78	12,601,328.39	6,296,367.35
Total Plant Funds	22,625,116.34	20,130,495.09	12,223,765.14
AGENCY FUNDS:			
Supplemental retirement funds balances	62,222.78	—	—
Student aid and other grant balances	9,603.41	6,076.72	—
Other agency funds balances	170,992.94	150,958.29	42,870.69
Total Agency Funds	242,819.13	157,035.01	42,870.69
TOTAL FUNDS	30,233,191.29	26,645,070.50	14,147,440.84

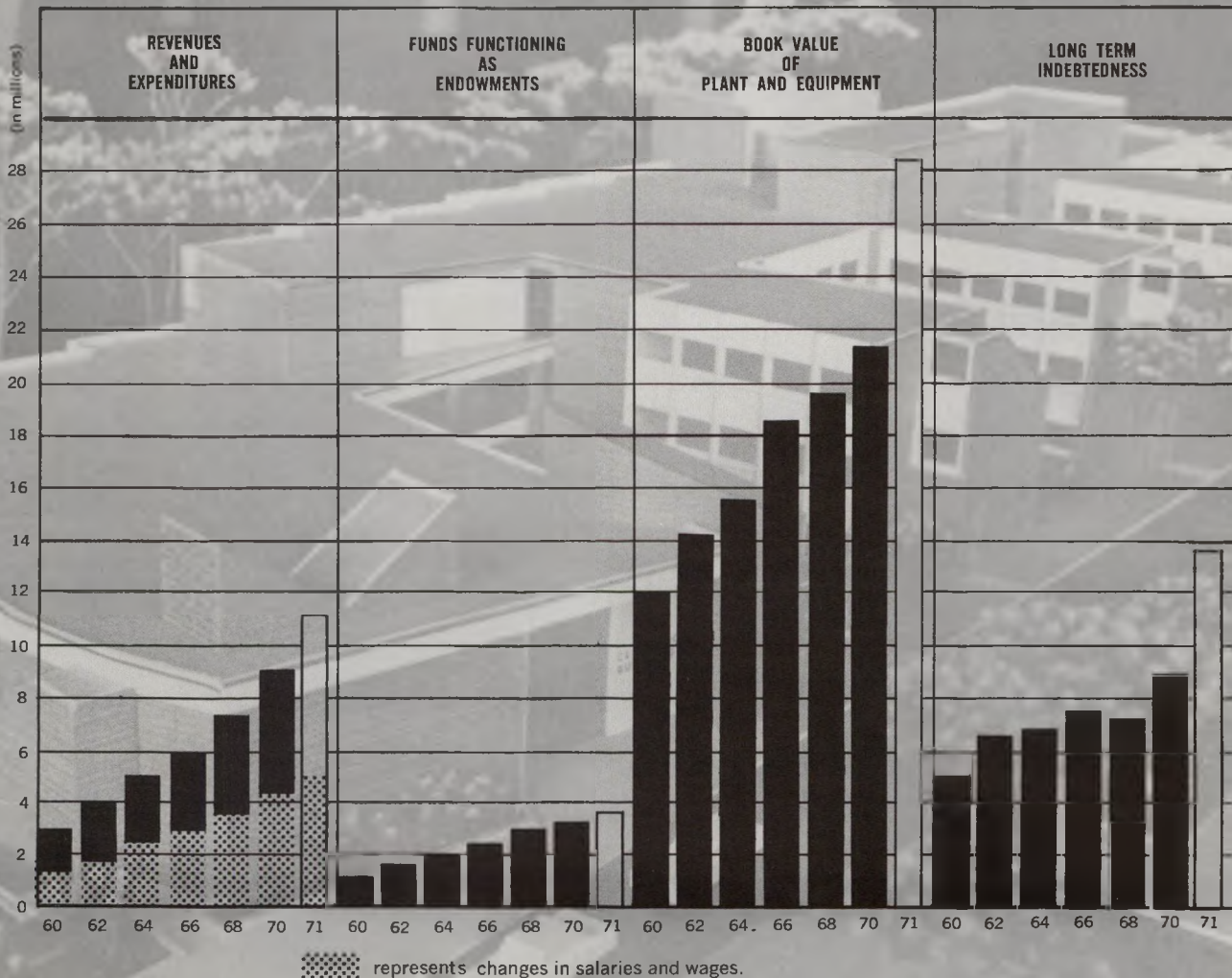
REVENUES

FOR THE YEAR ENDED JUNE 30, 1970

EXPENSES

Student fees	\$6,054,573.78	67.29%
Gifts and grants	508,613.64	05.65%
Activities related to instruction departments ..	171,032.09	01.90%
Administrative and general sources	421,229.68	04.68%
Residence halls—food services—campus store— college union	1,468,098.26	16.32%
Non-current revenues	<u>373,584.00</u>	<u>04.16%</u>
Total	\$8,997,131.45	100.00%

General administration	\$ 389,765.86	04.33%
General expenses—student services—student activities—alumni—development publications-and-placement	735,186.98	08.17%
General services-and-institutional expenses— including interest on mortgage obligations ..	531,904.79	05.91%
Staff benefits	338,000.40	03.76%
Instructions—including activities related to instruction departments	3,032,217.94	33.70%
Libraries	277,984.08	03.09%
Operation and maintenance of physical plant ..	570,810.59	06.34%
Student aid	543,368.49	06.04%
Residence halls—food services—campus store— college union	1,517,667.66	16.87%
Buildings—improvements-and-equipment	356,176.68	03.96%
Principal on bonds and mortgage obligations ..	295,114.91	03.28%
Funds functioning as endowments	256,250.93	02.85%
Unallocated current funds	<u>152,682.14</u>	<u>01.70%</u>
Total	\$8,997,131.45	100.00%



'36

MARIO G. CIRELLI, M.D., has been appointed to the Philadelphia Board of Health.



NICHOLAS A. POLICARPO, M.D.

NICHOLAS A. POLICARPO, M.D., has accepted an appointment at St. Agnes Hospital, Phila., as teaching coordinator in the department of obstetrics and gynecology.

'39

THEODORE BERRY, M.D., has been appointed new director of medical education at Bryn Mawr Hospital. **RUDOLPH F. RIGANO, D.O.**, has been elected president of the staff at Lancaster Osteopathic Hospital.

'40

JOE GRADY, veteran broadcaster, is co-anchoring WKBS-TV's 10 O'Clock News, in Philadelphia. **HAROLD L. SMALL** is chief engineer with the York Corrugating Company in York, Pa.

'48

JAMES BARRY, vice president of the Second Philadelphia Corporation, has been appointed co-chairman (with Robert R. Davis, '60) of the Alumni Association's Urban Affairs Committee by president Harry White, '54. **JOHN L. CONNOLLY** has been named vice-president and treasurer of Hulburt Oil and Grease Company, Philadelphia. **JOHN T. SHEEHAN**, of Philadelphia Life Insurance Co., has been named second vice president-computer security program.

'51

GEORGE R. SIMMONS of Bellmawr, N.J., has been named vice president of Associated Mortgage Companies, Inc.

'53

JOHN B. ROEDIG, controller of N.W. Ayer & Son, has been elected a vice president of the advertising agency.

'54

PHILIP A. DORFNER, M.D., of Cherry

'38

Hill, N.J., has been named medical director of the Trenton Neighborhood Family Health Center, an agency of the U.S. Department of Health, Education and Welfare.

'55



LOUIS J. GRIFFIN

JOSEPH L. DARR, M.D., eye physician and surgeon, is now practicing in Santa Maria, California. **LOUIS J. GRIFFIN** has been appointed director of marketing for National Rejectors Industries. **JOSEPH H. RODRIGUEZ, ESQ.**, was nominated to the New Jersey state board of higher education by Governor William T. Cahill.

'56

JOHN J. LOMBARD, JR., ESQ. was chairman of the November 24 luncheon of the Alumni Downtown Club held at the Racquet Club. Dr. Charles Atkins, president of the Pennsylvania Commission of Independent Colleges and Universities was guest speaker.

'57



MILTON A. WASHINGTON

MILTON A. WASHINGTON has been appointed to the newly created position of executive vice president of AHRCO (Allegheny Housing Rehabilitation Corporation). The housing company was formed by 40 Pittsburgh-based corporations and organizations to construct and rehabilitate low and moderate income housing and provide job and training opportunities for community-based workmen.

'58

HUGH A. CHAIRNOFF has been appointed as assistant vice president of the Philadelphia Reserve Bank. **JAMES B. GARVIN** has been named director of centralized census at the Chilton Publishing Company in Philadelphia. **JOSEPH M. GINDHART, ESQ.** was chairman of the successful 7th annual Alumni Home-

coming Dinner-Dance, recently held on campus. **BERNARD McCORMICK**, in association with several of his colleagues at *Philadelphia* magazine, has purchased an interest in a magazine in Fort Lauderdale, Florida.

'59



GILBERT J. GUIM



LAWRENCE E. MCALEE

JOSEPH P. BRAIG was elected to the Pennsylvania House of Representatives from the 173rd district in Northeast Philadelphia. **BRAIG** and **GILBERT J. GUIM** were selected to appear in the 1970 edition of OUTSTANDING YOUNG MEN OF AMERICA. **FRANK GLEESON** was re-elected to the Pennsylvania House of Representatives in Philadelphia's 172nd district. **LAWRENCE E. MCALEE** has been appointed counsel and secretary of Associated Advisers, Inc., a wholly-owned subsidiary of First Pennsylvania Corporation formed recently for the purpose of managing the business of First Pennsylvania Mortgage Trust. **FELIX M. PILLA**, who became a male nurse in 1956, is the new administrator of Monmouth Medical Center in Long Branch, N.J. **MARRIAGE: FRANK J. OBARA, JR.** to Christine Ann Weiss.

'60



JOHN B. KELLY

J. RUSSELL CULLEN, JR., executive vice president of the Alumni Association, has been selected to appear in the 1970 edition of OUTSTANDING YOUNG MEN OF AMERICA. **ROBERT R. DAVIS**, who is currently coordinating the cooperative education program at Cheyney State College, has been appointed co-chairman (with James Barry, '48) of the Alumni Association's Urban Affairs Committee by President Harry White, '54.

FRANK P. KELLY, Senior Field Training Consultant with the Metropolitan Life Insurance Company was awarded the Chartered Life Underwriter designation at national conferment exercises of the American College of Life Underwriters, in New Orleans, on Sept. 28. **DONALD B. LEAVY**, has been named vice president for community affairs at Drexel University.



PRESTON E. DRAYER



THOMAS C. MELLEY



RAYMOND J. GROCHOWSKI

'61

PRESTON E. DRAYER has been promoted to senior commercial officer of the First Pennsylvania Banking and Trust Company in its national department. **RAYMOND J. GROCHOWSKI** has been promoted to the Rohm and Haas' Chemical Process Development Laboratory as group leader with responsibility for support work for the Emulsions and Coatings Departments in their Bristol plant. **MAJ. EDWARD S. GRZYCZYNSKI** has been assigned as chief of the APG Military Personnel Division for Maryland (Aberdeen Proving Grounds). **JOHN B. KELLY** has been named controller of the Industrial Fastener Division of Standard Pressed Steel Co., Southfield, Michigan. **THOMAS C. MELLEY** has been appointed sales manager for the Philadelphia area by Lerner Packaging, a division of the Loral Corporation. **FRANCIS J. WUEST, Ph.D.**, chairman of the psychology department at Lehigh University, has been appointed to serve on the Region IV Selection Committee for the Woodrow Wilson National Fellowship Foundation.

'62

CHARLES E. KELTON has been promoted to senior banking officer of the First Pennsylvania Banking and Trust Company. He is manager of the bank's Bustleton office in the eastern Philadelphia suburbs. **THOMAS J. LYNCH** has been

selected to appear in the 1970 edition of **OUTSTANDING YOUNG MEN OF AMERICA**.



CHARLES E. KELTON



THOMAS J. LYNCH

'63

ASHLEY ANGERT, D.O., is now serving as a Peace Corps physician in Brasilia, Brazil. **ROBERT P. CAMPBELL** has been assigned to the Philadelphia Sales Office of Ampco Metal, Inc. Campbell recently completed a training program at the Company's headquarters in Milwaukee, Wisconsin, covering all phases of Ampco's diversified industrial bronze business. **GERALD T. DAVIS** has joined Smith Kline & French Laboratories as a senior employment administrator, college relations manager. Air Force Capt. **WILLIAM J. KUNIGONIS** has completed his 100th combat mission in Southeast Asia. Captain Kunigonis, A K C—135 Stratotanker aerial refueling navigator, flies with the 307th Strategic Wing at U-Tapao Airfield, Thailand. **ROBERT M. SUMMERELL** has returned for another year of studies at Westminster Theological Seminary, Chestnut Hill, Pa.



ROBERT P. CAMPBELL



GERALD T. DAVIS

'64

RICHARD J. DiPASQUALE has received the American College of Life Underwriters award. **REVEREND JOSEPH P. DUFFY** has been appointed to the chaplain's staff at Archbishop Prendergast High School in Drexel Hill. **GERALD J. LEAHY** was named lecturer in fine arts at Cabrini College in Radnor, Pa. He also teaches in the graduate theatre department of Villanova University and was formerly resident designer of the La Salle College Music Theatre. **JOHN R. OUSEY, JR.**, has been appointed instructor in environ-

mental sciences in the College of Earth and Mineral Sciences. **ZACHARY S. WOCHOK** has received the Ph.D. in Biology from the University of Connecticut; he is now a postdoctoral research fellow in the Department of Biology at Yale University. **MARRIAGE: ZACHARY S. WOCHOK** to Barbara Nadya Wylder.

'65



CHARLES J. DUNEY, JR.

CHARLES J. DUNEY, JR. has been named administrative assistant to the president at the Cel-Fibre Division of Johnson & Johnson. **EDWARD V. ELENAUSKY** has been hired as a long-term substitute in Pine Grove Area School District. He has been assigned to the senior high school English department. **WILLIAM E. HERSH** has been appointed manager for contract sales in C. H. Masland & Sons', carpet manufacturer in its northeastern division. **JOSEPH A. KARLESKY** has accepted a teaching position in the Department of Government at Franklin and Marshall College, Lancaster, Pa. **MICHAEL J. LEAVY**, Roslyn, has qualified as a registered representative of John Hancock Distributors, Inc. broker dealer for John Hancock mutual funds. **CHARLES J. MOONEY** has been appointed manager of the campus store at La Salle College. **PAUL S. NENTWIG** has been appointed manager of The Fidelity Bank's Jefferson office, in Philadelphia. **LOUIS TRAINI** has been appointed to the science department at Haddonfield Public Junior High School.

'66

JOHN F. LISICKY has received his master's degree in business administration at Lehigh University. **MICHAEL MARINO** is an aircraft maintenance officer with the 4780th Air Defense Wing, a unit that has been selected as the best aircraft maintenance organization in the U.S. Air Force, at Perrin Air Force Base in Texas. **THOMAS J. MOONEY** is now working for Ford Auto Lite Division, Livonia, Michigan in the capital budgets program. **R. BRUCE WAYNE** has been appointed director of sales for the Koerting Division of Schutte & Koerting Company. **MARRIAGES: WILLIAM J. DEAN III** to Mary Jane Harris; **MICHAEL FRANCIS SAPONARO** to Michelle Anne Ryan.

'67

ANTHONY J. DeCECCO of Thorndale, Pa. was named supervisor of quality con-

trol for the recently formed Electronic Materials Group of Matthey Bishop Inc., Malvern. **EDWARD L. DINERMAN** is a weapons director with the 3625th Technical Training Squadron at Tyndall Air Force Base, Fla. **BROTHER JOHN DONNELLY** has joined the faculty staff of Bishop Walsh High School, Cumberland, Md. **WILLIAM JACOVINI** has been named athletic director at Archbishop Ryan High School, Philadelphia. **JOHN P. LOFTUS** has been promoted to staff sergeant in the U.S. Air Force. **JOHN C. NAAB** has been promoted to sergeant in the U.S. Air Force. A missile electronics systems specialist at Phu Cat AB, Vietnam, he is serving with a unit of the Pacific Air Forces. **CHARLES STORM** has been named dean of students at Archbishop Ryan High School, Philadelphia. **MARRIAGES: JOHN KANNAR HURLEY** to Judith Alice Burns; **EDWARD JOHN MURRAY III** to Lee Ellan Suhoza.

'68

JAMES J. CLARKE has passed his Ph.D. preliminaries and is now a doctoral candidate at the University of Notre Dame. He has received a Schmitt Foundation fellowship for the present academic year. **JAMES CORBETT** has recently returned from South Vietnam where he served with the 101st Airborne Division, receiving two Air Medals and the Bronze Star. **ALBERT J. GAROFALO**, second-year student at Rutgers University School of Law in Camden, has completed a summer clinical experience as part of a voluntary program for upperclassmen at the professional school. **WILLIAM RING** has been named assistant dean of students at Archbishop Ryan High School, Philadelphia. **ARMY 2ND LT. CHARLES B. SKITSKO** has completed a helicopter course at Fort Wolters, Tex. **MARRIAGE: FRANCIS BERNARD CLOSSEY, JR.** to Marjorie Ann Hinds.

'69

JOHN BECKER was selected for competition in national moot court at Dickenson Law School, where he has achieved recognition also as "distinguished military student." **THOMAS A. GUGGIONO**, of Pennsauken, N.J. has been appointed to a teacher-counselor in the program for educationally and economically disadvantaged high school graduates at the Rutgers campus in Camden. **NEAL B. McCANN** has been named general manager of NVF Co.'s container division, which has plants at Kennett Square, Pa. and Hartwell, Ga. **MARRIAGES: MICHAEL E. BEIRNE** to Peggy Ann Nagle; **JOHN PATRICK McLAUGHLIN** to Sharon Lee Putz; **JAMES F. McMANUS** to Margaret Mary Masi; **LIEUT. JOHN J. SABINS** to Cathy Aderhold; **LIEUT. JOSEPH F. SECSICK** to Judith Cicchino.

'70

AIRMAN ROBERT L. BENDOROVICH has completed basic training at Lackland AFB, Texas. He has been assigned to Sheppard AFB, Texas, for training in communications electronics systems. **EUGENE J. BRANSFIELD** has been promoted to First Lieutenant, U.S. Army. **BROTHER PATRICK DUFFY** and **BROTHER ROBERT SHEA** have joined the faculty staff of Bishop Walsh High School, Cumberland, Md. **ALBERT J. DURNING** has been commissioned a 2nd lieutenant in the U.S. Air Force upon graduation from Officer Training School, at Lackland AFB, Tex. **MARRIAGES:**

WILLIAM JAMES SMITH to Marilyn Eleanor Gierman; **DAVID B. SMOLIZER** to Patricia L. Gill.



EUGENE J. BRANSFIELD



ALBERT J. DURNING

A YEAR-END REMINDER

Dear Friends of La Salle:

In your giving plans you may want to look over your 1970 tax picture promptly, with the consultation of your attorney or accountant. There may be advantages, which you haven't thought of, to giving to La Salle now, whether under capital or annual programs. For information call VI 8-8300, extension 423, and ask for Mr. McGovern, Mr. Watkins, Brother Patrick or Brother Francis.

It is not unpatriotic to take advantage of these legal provisions. The government knows that the private sector performs public services (e.g. education) at far lower cost than government can itself. Hence, these legal provisions under the tax law.

Thank you for your consideration of this reminder.

Yours in La Salle's future,

The Development Staff

MOVING?

If your mailing address will change in the next 2-3 months, or if this issue is addressed to your son and he no longer maintains his permanent address at your home, please help us keep our mailing addresses up-to-date by:

1 PRINT your full name, class year and new address on the opposite form, and

2 Attach the label from the back cover of this issue and mail to the Alumni Office, La Salle College, Phila., Penna. 19141.

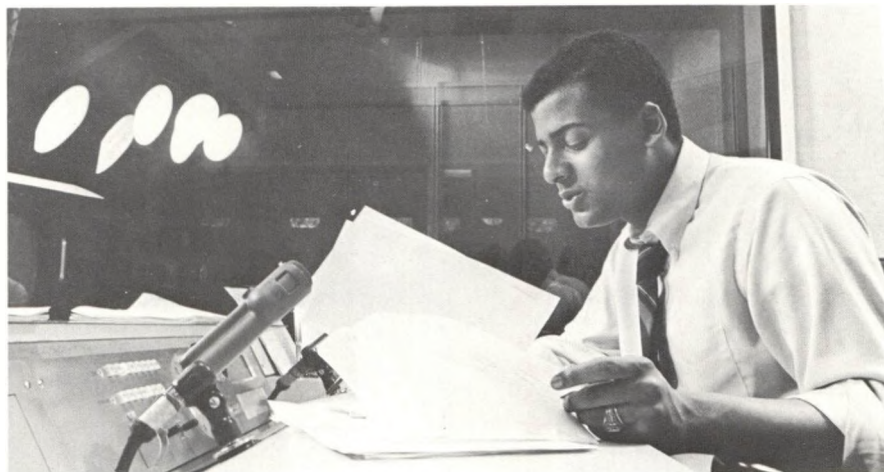
Name _____ Class Yr. _____

Address _____

City _____ State _____ Zip Code _____

ATTACH LABEL HERE

The Makings of a TV Announcer



If you have ever heard the words, "... TV 10 Philadelphia!" on your living room set, chances are that the man delivering them was Jack Jones, '70, one of the youngest announcers on the WCAU-TV staff.

Jones, who graduated with a 3.9 index as an English major, has been working for the station since 1967 when John Facenda helped get him his chance. Since then, he has written and delivered late night and early-morning newscasts, flown the "CAU Traffic Alert," and served as Philadelphia City Hall correspondent.

Jones started out working for both WCAU radio and TV, but now concentrates on the latter. Eventually, he'd like to take a crack at CBS network news, but not until he completes his reserve tour with the Pennsylvania Air National Guard (He's PIO officer) and finishes a graduate program in speech at Temple University.

Being black, says Jones, has not hurt his chances ("They have had blacks in responsible positions at WCAU for 20 years"), but has made him more conscious of his individual responsibilities as a newsman in

today's society.

"I don't want to be labeled as a black broadcaster," says Jones, "but a competent broadcaster who is black. A newsman can't be thought of as a black spokesmen. He must be impartial!"

Since July, 1968, Jones has been announcing on the prime time TV shift, which means that he does the station breaks and live commercials. He also serves as the warmup man for the "Betty Hughes Show," where he preps the audience by giving applause cues and other signals.

Jones has suffered through the predictable mistakes. But because of the fact that WCAU-TV and CBS are "probably the most understanding stations in errors of youth," the pain subsided quickly.

"Through an error in judgment, I was personally involved in something that could have been embarrassing to the company," says Jones. "But the general manager, sales director and program director went to bat for me."

Another time, WCAU was installing a computerized microphone "fade" system. Jones was the first announcer to work with

it on the air. What they didn't tell him, however, was that the microphone remained activated for a minute, even though the switch and light were both off.

"When that light went off, I started to stretch and yawn," says Jones. "Thousands of listeners heard that stretch—and the sighs and yawns that went with it. It was rather embarrassing."

Jones served as president of the drama group at West (Philadelphia) Catholic High where he graduated fourth in his class. He has kept the dramatic fires burning at WCAU by playing bit parts and working with such talented young directors as Matt Robinson, who recently left the station to join "Sesame Street" and the NET network.

Obviously the talent is there for a brilliant career, but Jones says that he couldn't have made it this far without help from such WCAU executives as TV program director Alvin Hollander, radio news and program director Jack Clements, and TV general manager Bruce R. Bryant.

A bachelor, Jones lives in Bryn Mawr.

AROUND CAMPUS



Some 84 La Salle marketing majors recently interviewed 1,012 persons at the Cedarbrook and Neshaminy Shopping Centers in a special marketing survey designed to analyze factors surrounding the introduction of the New Ford Pinto. The Ford Motor Co. lent the car to La Salle for a five week period for use as a teaching and research aid. The survey was conducted under the supervision of Dr. George R. Swoyer, chairman of the college's marketing department.



Brother Edward John, F.S.C., D.C.S., who has served the college in various capacities for nearly 50 years, has retired as La Salle's Bursar, a position he has held since 1934.



Former Olympic star Joe Verdeur (left) and Explorer swimming coach Jack Lumsden admire drawing of new pool under construction which will be named in memory of La Salle's late swimming coach Joe Kirk. Verdeur and Lumsden are among the many swimmers developed by Kirk who are serving on the committee, composed of some 60 leaders from all walks of life, organized to memorialize his name.

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